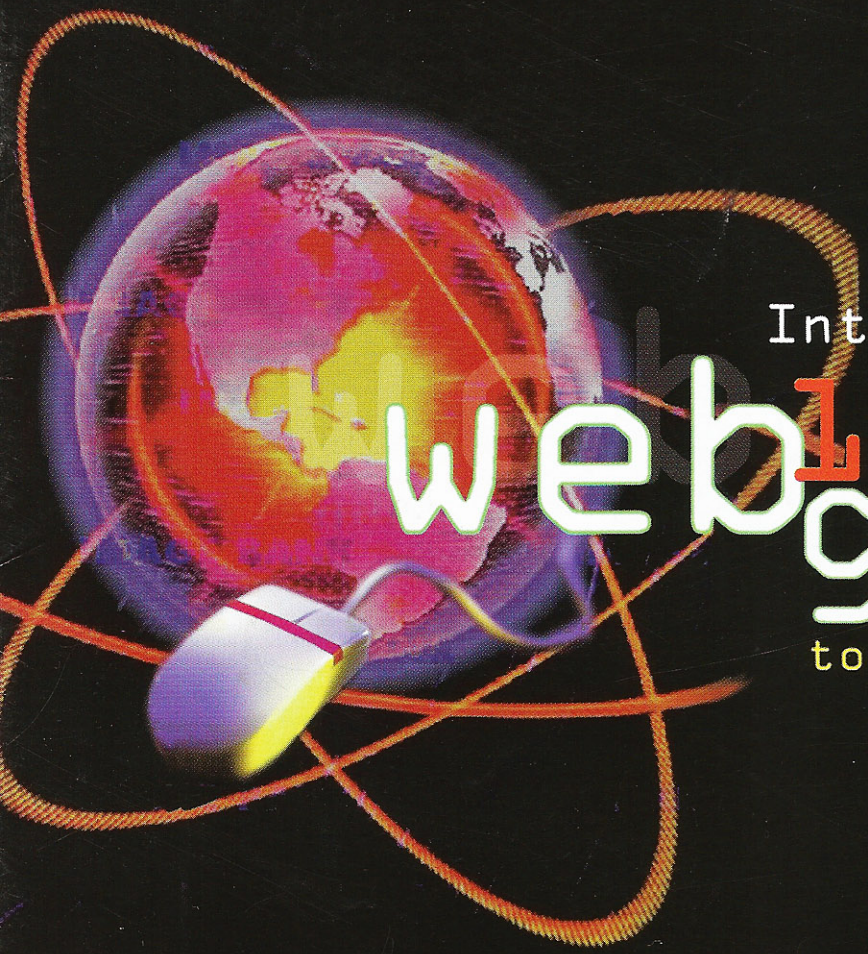

International web guide 1999

to industry websites

a special advertising supplement to

Multichannel NEWS International

It's 10pm in London, You're on Deadline and You Need an Image.

Television is a 24-hour business. That's why we're giving our clients global access, 24-hours a day to everything you need to successfully market product from Columbia TriStar International Television.

www.ClickonCTIT.com

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INTRODUCTION

If anything was ever ideally suited to being an international marketing tool, it is the web site. It knows no time zones. It is open to clients and potential customers around the world 24 hours a day. The possibilities for the web's use in international business are endless.

To help you discover some of the most valuable industry sites, we're introducing this new sponsored guide. We hope it will be more useful to you than having to wade through thousands of sites suggested by your search engine. We will publish this guide twice a year to help keep you updated on the web's ever-growing role in our business.

Sincerely,

William Mahoney
Associate Publisher
Multichannel News International

(1) 212-463-6542 telephone
(1) 212-463-6703 fax
MahoneyBill@compuserve.com

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Visit us at: www.multi-international.com

Net Surfing Lingo

Okay, you're pretty savvy on the Internet already. And you're getting what you need most of the time. However, there may be a few easy terms of Internet lingo that have eluded you so far. Or perhaps someone in the next office or cubicle may be just starting on the World Wide Web.

In the interests of passing along some helpful terminology—whether you're a newcomer or a veteran surfer—Multichannel News International offers these 15 phrases to build your Internet vocabulary. They're arranged in order of usefulness, rather than alphabetically.

Contrary to what you may read in many computer and Internet books, a full history of World Wide Web esoterica or knowledge of elaborate terms really isn't necessary to be a great surfer.

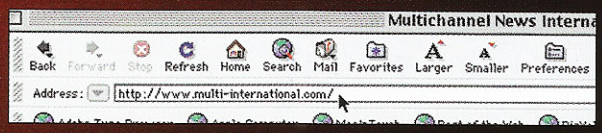
For instance, every Web address begins with "http://"—which is short for hypertext transfer protocol, with protocol being a common language between computers over a network. Now that you know that, forget it. No need to remember what "http" stands for, and no need to even type those few letters or even "www." If you just typed "multi-international.com" your browser would fill in the rest for you. See how easy it is already?

Internet Service Provider (ISP): The company that provides you the technical on-ramp to the vast Internet computer backbone. ISPs range from small mom-and-pop dial-up services, to America Online, to round-the-clock access via cable modems. Think of it like your basic telephone service.

Browsers: The software used to surf the Internet. The most popular are Netscape Navigator and Microsoft's Internet Explorer. This glossary mentions terms used by both browsers.

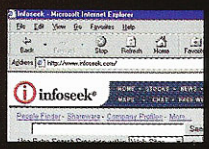
Websites/Home Pages: The locations you visit to get information. They range from simple one-screen presentations to elaborate interactive locations with hundreds of screens.

URL: A Website address or location, such as "http://www.yahoo.com." Just for trivia quizzes one day,



"URL" stands for Uniform —sometimes Universal— Resource Locator. Early terminology was a bit cumbersome since the Internet started as a government-funded, scientific, university-active enterprise. We're now in the consumer phase, where the lingo has to be much simpler.

Domain: The letters that follow the dot in a URL, as in .com. The .com is a commercial site while .net is a network; .org is a non-profit organization and .edu is an educational institution.



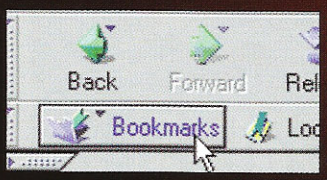
Search Engines/Portals: Websites that provide the means for searching the Internet via key words. Increasingly, the term

Net Surfing Lingo

Continued...

"portal" is being used as the search engines offer many links and serve as a gateway for specific topics offered at other sites. In this way they really function as a "launch platform" out into cyberspace. You've probably heard of Yahoo!, Excite, Infoseek and others. There's one called dogpile.com, which is a search engine of search engines. Instead of clicking on "search" when you've entered key words at dogpile, you click on "fetch." There's plenty of quirky humor across the Net.

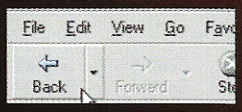
Hyperlinks/Links: Words and phrases that can link you to another site. For instance, you may be reading an article that mentions Microsoft and Netscape, as well as information contained in a recent edition of *Forbes* magazine. You can click on underlined words for a link to another Website featuring that subject.



Bookmarks/Favorites: Browsers offer icons with these terms so your software can remember sites you want to visit frequently.

Refresh/Reload: By clicking on these browser buttons, the Web page you are visiting will provide its most current version. For instance, this action will update stock quotes, news or sports information.

Back/Forward: Word buttons you can click on to direct your browser back and forth to sites visited on your current Internet session.



Basic/Premium: Somewhat like cable TV, basic sites are available at no additional charge beyond what you pay to access the Internet while premiums may be charged for certain material within a basic site or for initial access to some sites. Fees usually are billed online via a credit card.

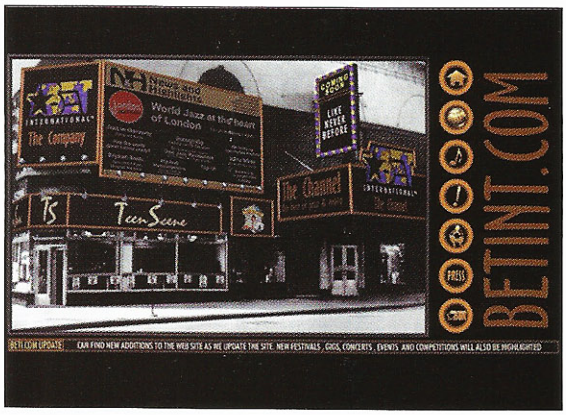
Cookies: A bit of information stored on your hard drive by a Website's server. When you return to that site, the cookie signals that you have been there before. Contrary to some cynical rumors, computer experts advise that cookies do not read your hard drive or engage in other nefarious activities.

Caching: Sometimes Web pages are stored in a temporary and intermediate location, in order to speed retrieval and avoid traffic jams at popular sites. So, if you are using your cable system as an Internet Service Provider, via such entities as @Home or Road Runner, data from the original content site may actually be resting on their servers and just return to the original location as needed for updates.

Bandwidth: You've got to know this one to work in cable. Unless you're a technical person, just remember that it refers to the size of the pipe going into a home or office. Pipes are considered narrow or fat depending on how many bits-per-second (BPS) they can deliver.

Modem: The critical access box that converts signals back and forth from digital to analog and vice versa. A 28.8 telephone modem moves 28,800 bits per second. There's a 56.6 version, and then you leap to warp speed with cable modems. Now that you've come this far, hand off this article to a colleague or personal friend— in case s/he's still getting up to speed on this remarkable electronic library known as the Internet.

NETWORK CONSUMER



BET International
www.BETINT.COM

BETINT. COM is the one-stop destination for the best in music, entertainment and more. Features include, BET International company information, monthly program schedules and highlights, affiliate country pages, press information, news and highlights, games, competitions, reviews on upcoming festivals, concerts and shows. The website also utilizes the latest advanced streaming technology shockwave flash.

Comedy Central
www.comedycentral.com

Comedy Central's award-winning website is as innovative, irreverent, topical and smart as our original programming like South Park and The Daily Show (with Jon Stewart). Our loyal and demographically peerless users love our:

- programming information (occasionally accurate, always amusing)
- cutting-edge technology (is there any other kind?)
- games (interactive and low in calories)
- streaming video (outrageous, as you'd expect)
- contests (win stuff, don't buy it!)
- and more (much more)

NETWORK CONSUMER

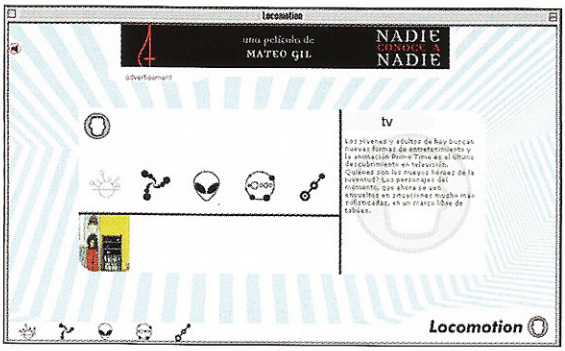
Country Music Television International
www.onecountry.com

Onecountry.com is the ultimate destination for country music fans. Such features as detailed descriptions of on-air highlights, daily country music news, a look at what's currently on-air and the chance to vote on favorite shows or videos encourage frequent visits to the site. Onecountry.com also provides fans the opportunity to purchase cool channel gear and CDs from their favorite performers. For all things country, there is one channel, CMT International, and one website, onecountry.com.

Film&Arts
www.Bravotv.com

Film&Arts, the original language, Spanish and Portuguese-subtitled networks, are designed to deliver high quality, creative television programming. Film&Arts is a highly stylized, sophisticated and entertaining network dedicated to bringing viewers the best of the film and arts worlds. Sincere respect for the creative vision of filmmakers, artists and performers makes the networks unique. Programming includes original series; theatrical, musical and documentary programs; films; performing arts and special events. Film&Arts' schedule can be accessed through Bravotv.com.

NETWORK CONSUMER



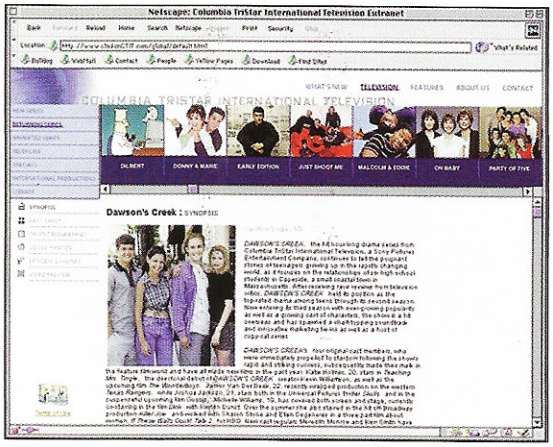
Locomotion

www.locomotion.com

Recently launched in November 1999, locomotion.com is destined to be the animation portal. The site provides animation aficionados with the latest information about the Locomotion™ channel's programming, branded chat rooms, access to all animation on the web, open gallery/ bulletin board for animation, downloads and links. locomotion.com embraces the digital culture, stimulates people to think differently, and is the best source of information on television and web animation.

Locomotion™ is the only animation channel for young-adults of the digital era in Iberoamerica.

NETWORK AFFILIATE



Columbia TriStar International Television

www.ClickonCTIT.com

Working smart is just a click away. Introducing a simple way to instantly access marketing materials from Columbia TriStar International Television (CTIT). CTIT's new web site delivers cutting edge marketing support, 24-hours-a-day, 7-days-a-week. Now clients can instantly view show information, download digital artwork, preview video highlights and learn more about CTIT and Sony Pictures Entertainment right from their computer. Because television is a 24-hour business.

NETWORK AFFILIATE

Comedy Central "Get It Online"

www.get-it.comedycentral.com

"Get It Online" is a valuable resource exclusively for Comedy Central affiliates. An award winner for Best Business to Business website, "Get it Online" offers up-to-the-minute local ad sales and marketing information, as well as instant access to programming, research, promotions, prosocial opportunities, materials, contacts, premiums and more. Take advantage of this comprehensive affiliate resource. more. Call 212-767-8663 for your registration code today and receive your free computer wrist-rest.

Discovery's ePAK

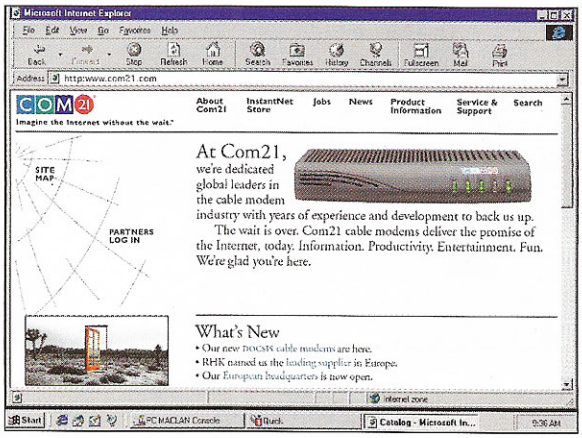
http://epak.discovery.com

http://epak.discovery.com is Discovery Networks Latin America/Iberia's new web site for affiliates only. ePAK is a password protected site, that allows Discovery's affiliates to download images, program highlights, ad slicks, logos and much more....ePAK features include, cross channel tapes, posters, contact information, and marketing tools. ePAK promises to be a one stop source of information for clients in Latin America and the Iberian peninsula.

TECHNOLOGY

C-COR
www.C-COR.net

Developer and global supplier of robust, high quality RF and advanced AM fiber optic distribution electronics for two-way HFC networks. Also offers comprehensive customer service for the full HFC broadband network life cycle, including network engineering and design, system activation, integration of Internet applications over cable, network optimization and management, and system maintenance. Multi-million dollar 24X7 Network Operations Center in Atlanta, Georgia provides state-of-the-art, real-time network monitoring with responsive Help Desk Service.



Com21
www.com21.com

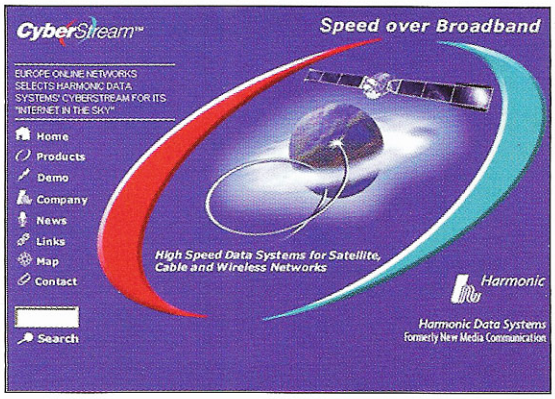
Com21 is a leading global provider of cable modem technology for delivering high-speed Internet access over CATV systems. The company enables cable operators and service providers with the abilities to provide high-speed, cost-effective Internet access to corporate telecommuters, small businesses, home offices and residential users. Com21 is publicly traded on NASDAQ under the symbol CMTO.

TECHNOLOGY

DiviCom Inc.
www.divi.com

DiviCom Inc. is the leading provider of award-winning open solutions for digital television. Products include audio/video encoding, decoding and compression systems, data broadcast solutions, network management systems, and consulting and integration services. Based on MPEG-2, DVB and ATSC international standards, DiviCom open solutions enable digital video broadcasting over a variety of networks including cable, satellite, wireless, fiber and DSL, while freeing the customer from the limitations of proprietary architectures and technologies.

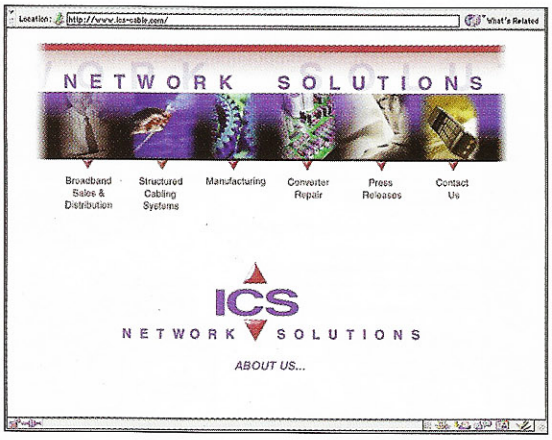
DiviCom, Inc. is a wholly-owned subsidiary of C-Cube Microsystems Inc. (Nasdaq: CUBE), and both companies are based in California, USA's Silicon Valley.



Harmonic Data Systems
www.harmonicdata.com

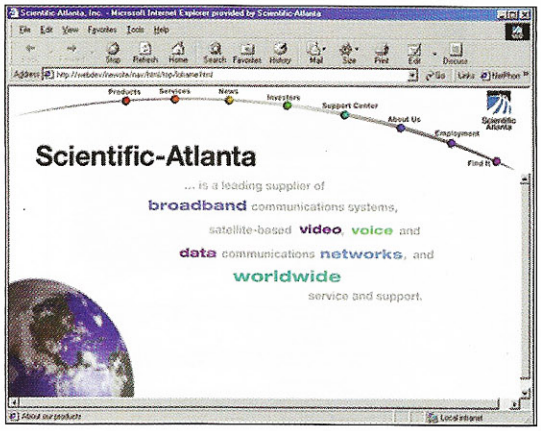
Harmonic Data Systems is a leading provider of Fast Internet and Data Broadcasting (Push) solutions for broadband networks: satellite, cable and wireless (LMDS and MMDS). Its comprehensive solutions enable broadband service providers and ISPs to offer their subscribers high-speed Internet access and other advanced data services.

Harmonic's new generation **CyberStream**™ family of data-over-broadband systems is successfully deployed in numerous commercial sites over satellite, cable and wireless networks worldwide.



ICS Network Solutions
www.ics-cable.com

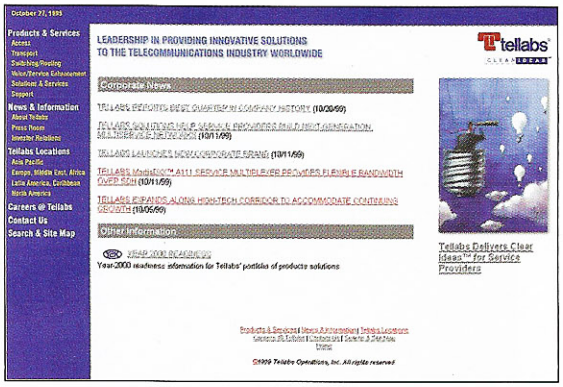
ICS Network Solutions is America's leading full-service stocking distributor of every leading manufacturer of CATV equipment. Committed to excellence, ICS' staff has unmatched knowledge and skills to serve you if you have questions about voice, video or data products. As we sit at the threshold of the new millennium, ICS is working to take the cable industry to a new level. In an effort to provide you with more convenient and efficient service, we are updating our web site to meet your needs for the new millennium and beyond. Visit us on the web regularly to experience our progress.



Scientific-Atlanta
www.sciatl.com

Access the future of interactive television now at www.sciatl.com, Scientific-Atlanta's newly redesigned web site that allows browsers to select a low-speed or high-speed/high- tech navigation path. Designed to make finding information easy, the site offers some exciting new features such as:

- Online product demo
- New online product catalog
- Y2K compliance information
- Free press release subscription service
- 1999 Interactive Annual Report
- Expanded press room
- News

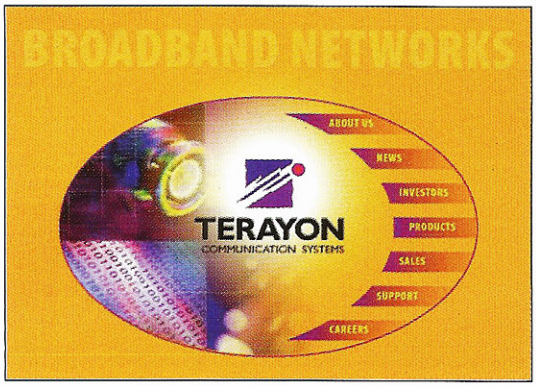


Tellabs
www.tellabs.com

A pioneer in the cable telecommunications industry, Tellabs is a leading provider of cable telephony solutions to operators in the U.S. and around the world having delivered more than 100,000 lines of cable telephony to customers globally.

Tellabs' CABLESPAN 2300 Universal Telephony Distribution is an access platform that delivers a multitude of broadband services over hybrid fiber-coax (HFC) network.

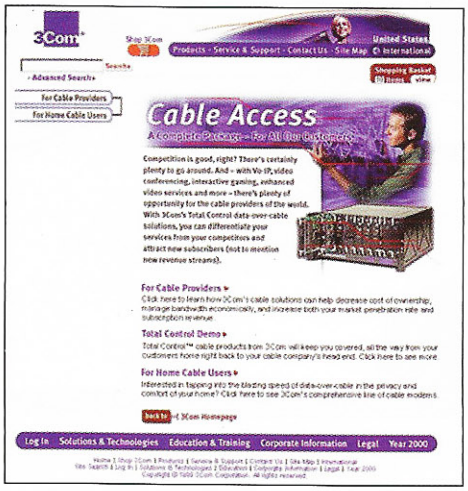
Tellabs designs, manufactures, markets and services, data voice, and video transport, switching/routing systems and network access systems. The company's products are used worldwide by the providers of telecommunications services.



Terayon Communication Systems
www.terayon.com

Terayon produces broadband systems which enable cable operators to offer advanced data, video and telephony services. Recognized for superior performance and reliability, Terayon's systems are deployed worldwide. Terayon products include two cable modem systems – one based on its S-CDMA technology and one on DOCSIS; the Multigate cable telephony system; and the CherryPicker digital video system which enables operators to develop customized programming.

TECHNOLOGY



3Com Corporation
www.3com.com

3Com connects more people to information in more ways than any other networking company. 3Com delivers innovative information access solutions to enterprises, small businesses, carriers and network service providers, PC OEMs and consumers. For more information, visit our Web site or call 1 800 NET 3COM.

INTERNET

chello
www.chello.nl

chello broadband is Europe's first and leading broadband Internet service provider and is commercially active in five countries. It has the largest customer base in Europe and is committed to delivering next-generation, 24-hour accessible Internet services and broadband content to consumers via high-speed cable networks, with no phone bills - ever! By providing unparalleled communications services, chello broadband delivers m@ximum Internet through broadband. chello(tm) is a registered trademark of chello broadband n.v.

SERVICE PROVIDERS

Convergys
www.convergys.com

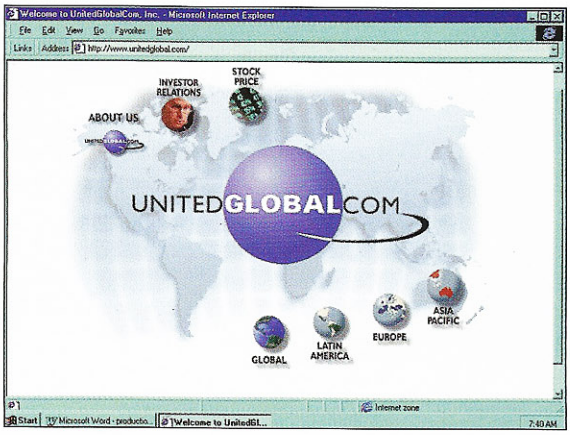
Convergys is the global leader in providing comprehensive, integrated, customer care and billing services, bringing together world-class resources and expertise to help clients transform customer relationships into a competitive advantage. Convergys provides full-service billing and customer management solutions to top companies in a variety of dynamic industries including cable, cable-telephony, DBS, DTH, DTT, and MMDS. Convergys' unsurpassed billing expertise and value-added customer support offer multi-service operators a significant improvement in competitiveness and revenue-building.

PanAmSat Corporation
www.panamsat.com

PanAmSat is the world's leading commercial provider of satellite-based communications services. The company operates a global network of 19 satellites supported by PanAmSat professionals on five continents. These resources enable PanAmSat to provide video and telecommunications services to hundreds of customers worldwide. PanAmSat plans to launch seven additional satellites by mid-2001.

For more information on the company and its services, such as PanAmSat's global programming distribution and ad-hoc and special events services, direct-to-home platforms, telecommunications and engineering and operations services as well as Internet applications, visit the PanAmSat web site.

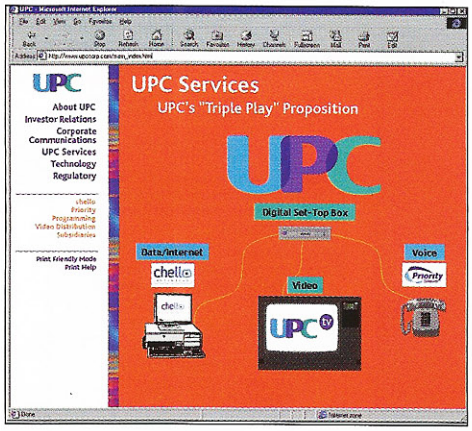
CABLE OPERATORS



UnitedGlobalCom, Inc.

www.unitedglobal.com

UnitedGlobalCom, Inc. is the largest global broadband communications provider of video, voice, data and programming services, with operations in over 20 countries throughout the world. As of June 30, 1999 (and including announced transactions), United's networks reached 13.4 million homes and businesses, and served 6.6 million video customers. United's subsidiaries include UPC (60% owned) - Europe's largest broadband provider; Austar United Communications (75% owned) - a growing telecommunications provider in Australasia; and VTR Hipercable (100% owned) - Chile's largest telecommunications provider.



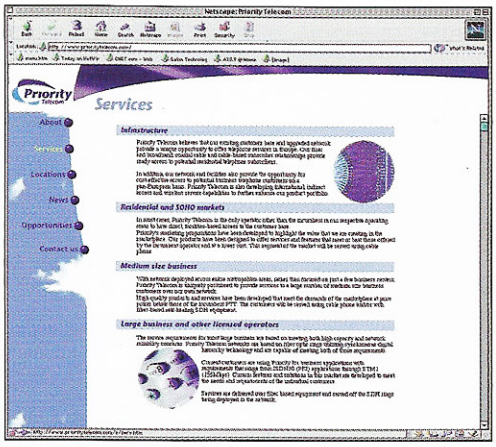
United Pan-Europe Communications

www.upccorp.com

www.upccorp.com provides extensive, accessible information on one of the largest and most innovative companies in the European broadband communications market.

The site has been designed for a global audience. Features include access to UPC's three branded service subsidiaries in cable television, telephony and high-speed Internet access, subsidiary information across 13 countries, up to date financial data with links to NASDAQ and the AEX stock exchanges; together with a comprehensive history, latest corporate news and guide to its ground breaking technology.

TELEPHONY

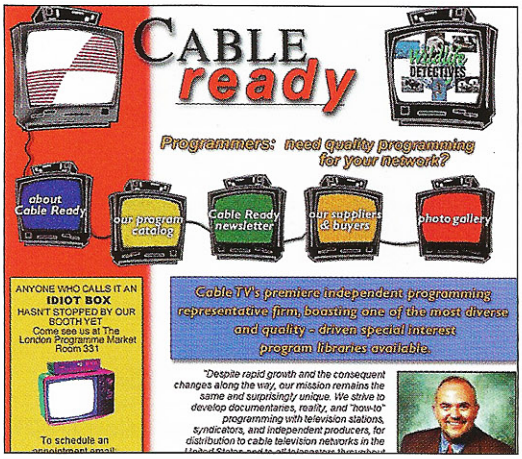


Priority Telecom

prioritytelecom.com

Priority Telecom is the competitive local exchange carrier (CLEC) and integrated telephony company of United Pan-Europe Communications offering a full range of telephony services to residential and business customers. Through our cable operations, Priority has access to over 2.8 million households with the potential to reach many times that many customers through other access technologies. Priority Telecom (UPC) is the largest provider of telephony service utilising hybrid fiber coax (HFC) technology in Europe. Service is currently available in Austria, France, The Netherlands and Norway with the intention of rolling out services to other markets in due course.

CONTENT PROVIDER



CABLE *ready*

www.cableready.net

The CABLE *ready* web site provides information for program buyers around the world, through our genre-categorized catalogue.

Program producers and rights holders who need to get their programs sold will find our "Producer" section helpful.

Everyone in the industry seems to enjoy the amusing and irreverent CABLE *ready* newletter, the photo gallery, and helpful links to both our network buyers and the producers already represented by CABLE ready.

CTAM

www.ctam.com

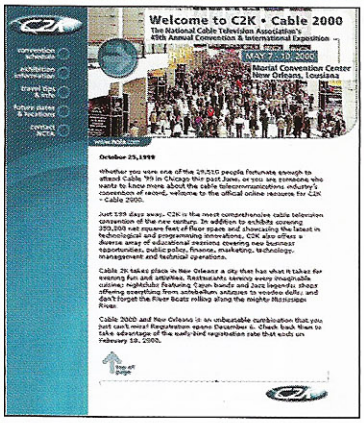
www.ctam.com is the place smart cable and telecommunications marketers and managers go for the information they need to succeed in today's dynamic marketplace. Whether it's to gather the latest consumer research, search for a colleague in the Member Directory, download a publication from the Virtual Library, or register for a CTAM conference, loads of exclusive CTAM member benefits are just a mouse click away.

Multichannel Advertising Bureau International

www.mabinternational.com

The MAB International Web site provides a one-stop compilation of key multichannel advertising data from Asia, Europe and Latin America. It features network distribution footprints and data, including country-by-country summaries of cable and/or satellite households and hotel rooms, as well as hot links back to a network's own Web site. In addition, the MAB International site includes network, MSO and vendor profiles and contacts. Information is updated on a quarterly basis.

ORGANIZATIONS



National Cable Television Association (NCTA)

www.cable2k.com

The Cable 2K website contains timely information related to the National Cable Television Association's 49th Annual Convention & International Exposition. This year, Cable 2K will be held May 7-10, 2000 in New Orleans, Louisiana. We are especially pleased to kick off the year 2000 in a city as exciting as New Orleans. The Annual NCTA Convention is the largest gathering of cable and telecommunications professionals in the world, and with the excitement of New Orleans as a destination, C2K is sure to be a hit!

So, be sure to check back at www.cable2k.com, for the latest updates to the Cable 2K Program, including keynote speaker announcements, session information, exhibiting company information, and much more!

Society of Cable Telecommunications Engineers (USA)

www.scte.org

SCTE's web site offers information on the Society's activities in technical training, certification and standards setting. Among its highlights are previews of the upcoming Conference on Emerging Technologies(sm) and Cable-Tec Expo® trade show, as well as information on SCTE's chapters (including its Bahamas Meeting Group in Nassau and Terra Nova Chapter in Newfoundland), standards development activities, publications and member benefits.

www.multichannel.com

Get there, Get SMART ONE SITE... FAST!

WEEKLY ARTICLES...DEPARTMENTS - top news stories from the weekly issue, excerpts from Broadband Week, programming, pay per view, marketing, international and other regular weekly sections... plus...comprehensive listings of other cable resources on the web.

DAILY NEWS UPDATES - updated industry news as it breaks - read it here first!

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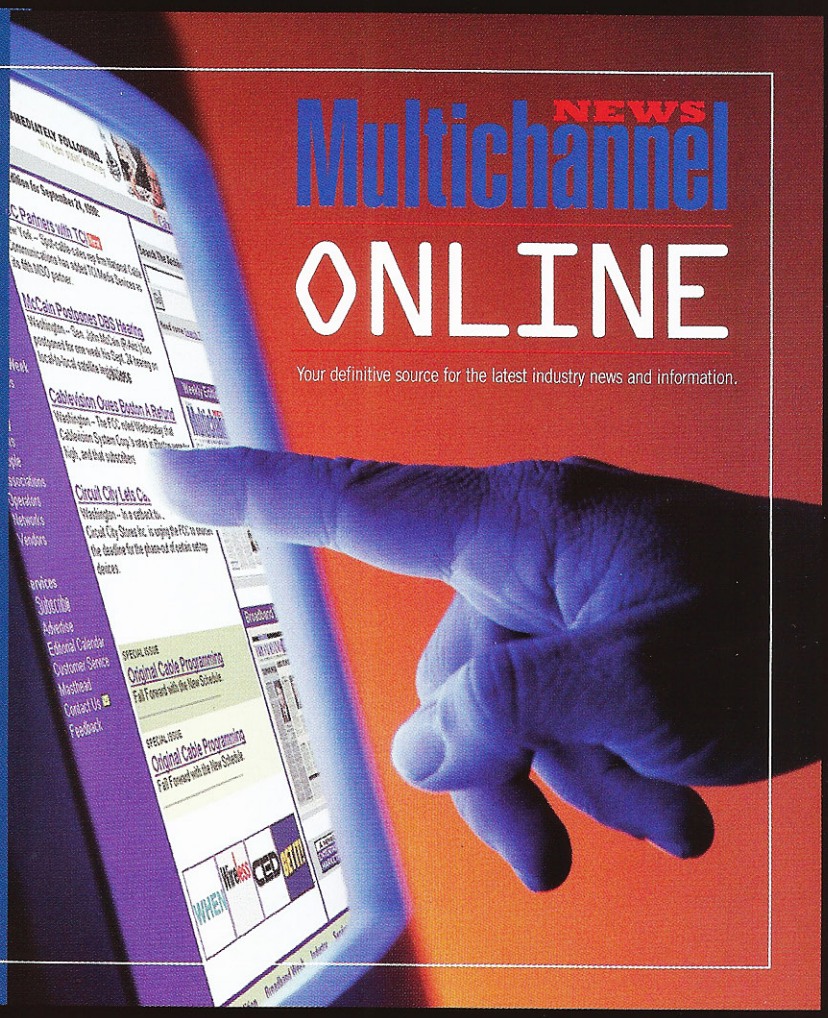

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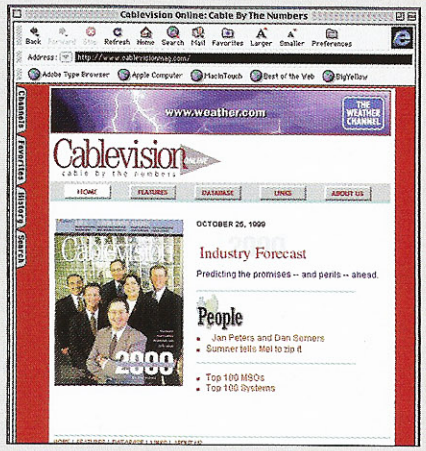

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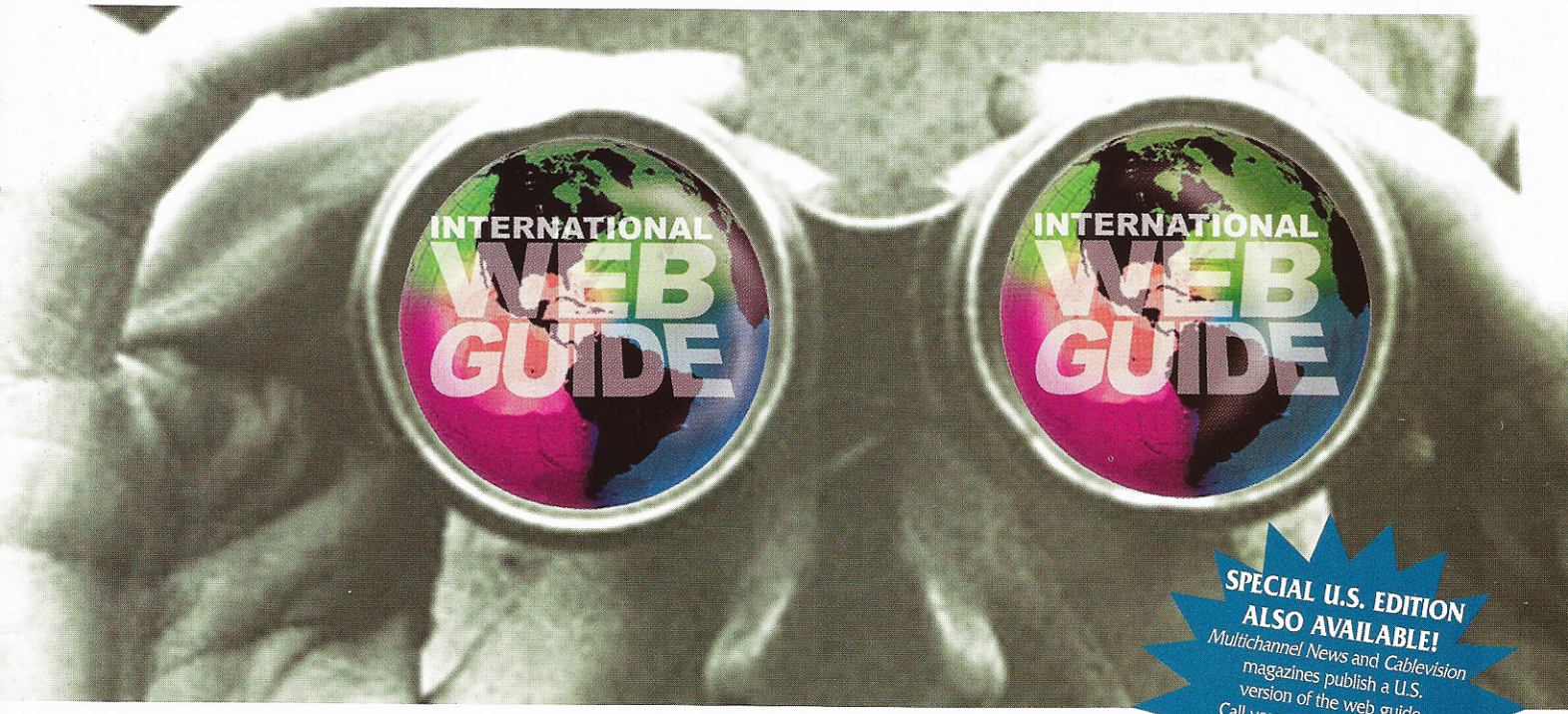

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